

WHAT IS CLAIMED IS:

1. A method of analyzing the success of a marketing campaign by using campaign results and an original campaign database, said method comprising the steps of:

5 profiling results of the marketing campaign against a list of user defined dimensions, the dimensions may be derived using analytic models; and

assigning a score to the results of the marketing campaign.

2. A method according to Claim 1 wherein said step of profiling results of the marketing campaign further comprises the step of comparing accounts targeted by the marketing campaign against those accounts not targeted by the marketing campaign.

3. A method according to Claim 2 wherein said step of comparing accounts targeted by the marketing campaign against those accounts not targeted by the marketing campaign further comprises the step of selecting the differences between targeted and non-targeted accounts.

4. A method according to Claim 1 wherein said step of profiling results of the marketing campaign further comprises the step of ensuring that the marketing campaign is reaching a targeted population base.

5. A method according to Claim 1 wherein said step of profiling results of the marketing campaign further comprises the step of capturing graphically clusters of data built using statistical procedures.

6. A method according to Claim 1 wherein said step of profiling results of the marketing campaign further comprises the step of using the user defined dimensions and the campaign result to construct a gains chart.

7. A method according to Claim 1 wherein said step of assigning a score to the results of the marketing campaign further comprises the step of rank ordering user defined segments.

8. A method according to Claim 7 wherein said step of rank ordering user defined segments further comprises the step of showing where the model works best.

9. A method according to Claim 7 wherein said step of rank ordering user defined segments further comprises the step of showing where the model performance needs to be addressed.

10. A system configured to analyze success of a marketing campaign said system comprising:

a customer database further comprising

campaign results and

an original campaign database,

a graphical user interface for presentation of campaign analysis data;

and

user defined models of predicted customer profiles.

11. A system according to Claim 10 further configured to profile results of the marketing campaign against said user defined models.

12. A system according to Claim 10 further configured to assign a score to results of the marketing campaign.

13. A system according to Claim 10 further configured to compare accounts targeted by the marketing campaign against those accounts not targeted by the marketing campaign.

14. A system according to Claim 13 further configured to select differences between targeted and non-targeted accounts.

15. A system according to Claim 10 further configured to ensure that the marketing campaign is reaching a targeted population base.

16. A system according to Claim 10 further configured to capture graphically clusters of data built using statistical procedures.

17. A system according to Claim 10 further configured to construct gains charts from user defined models and campaign results.

19. A system according to Claim 18 further configured to show where the model works best.

20. A system according to Claim 18 further configured to show where the model performance needs to be addressed.

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b3

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